

# Research you can use

北京邮电大学  
2011-05-26

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# Contents



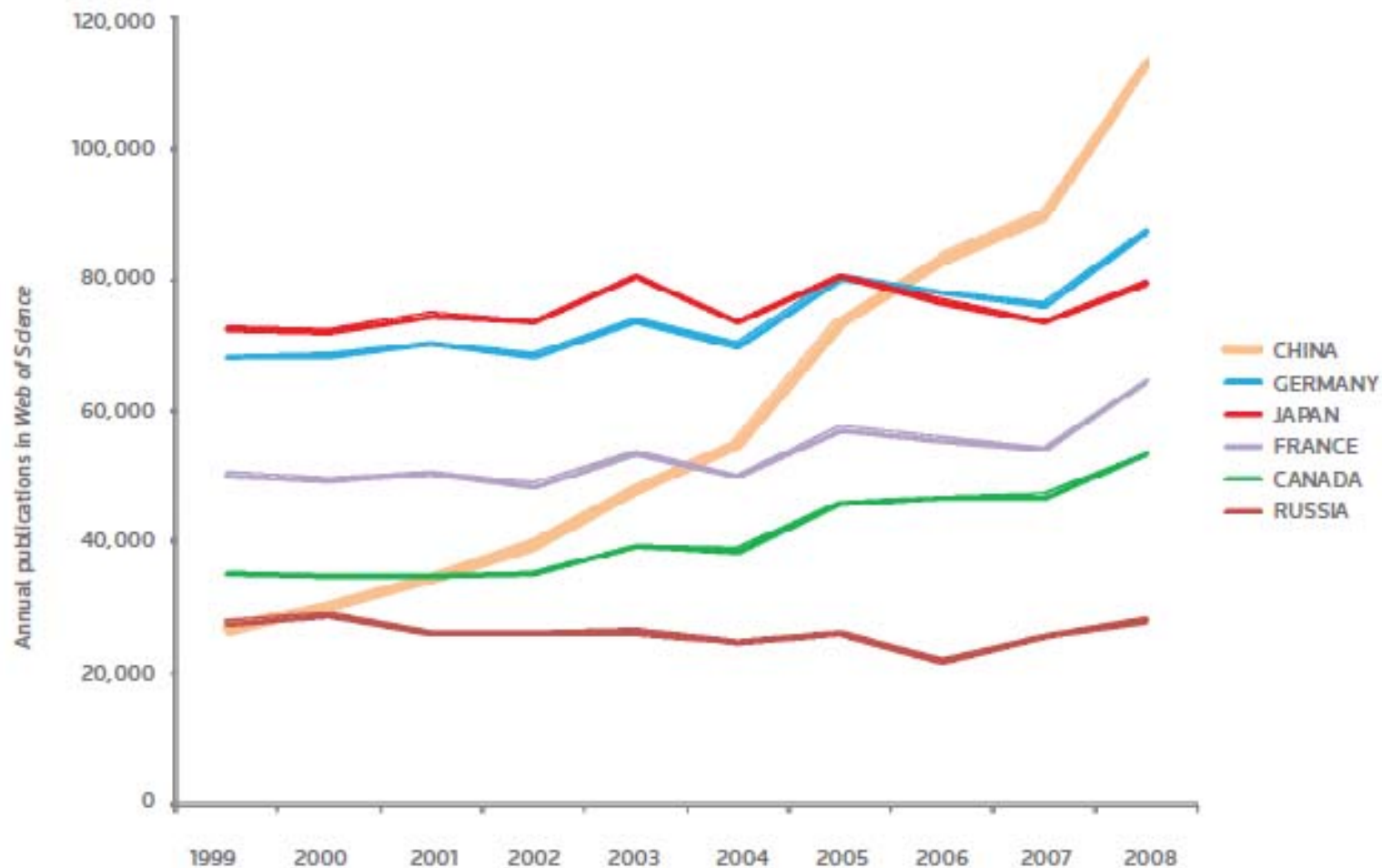
Research you can use

1. Emerald学术资源简介
2. Emerald平台使用和辅助资源推送
3. Emerald国际期刊投稿

# Global Research Output is Growing – And China is Leading the Way



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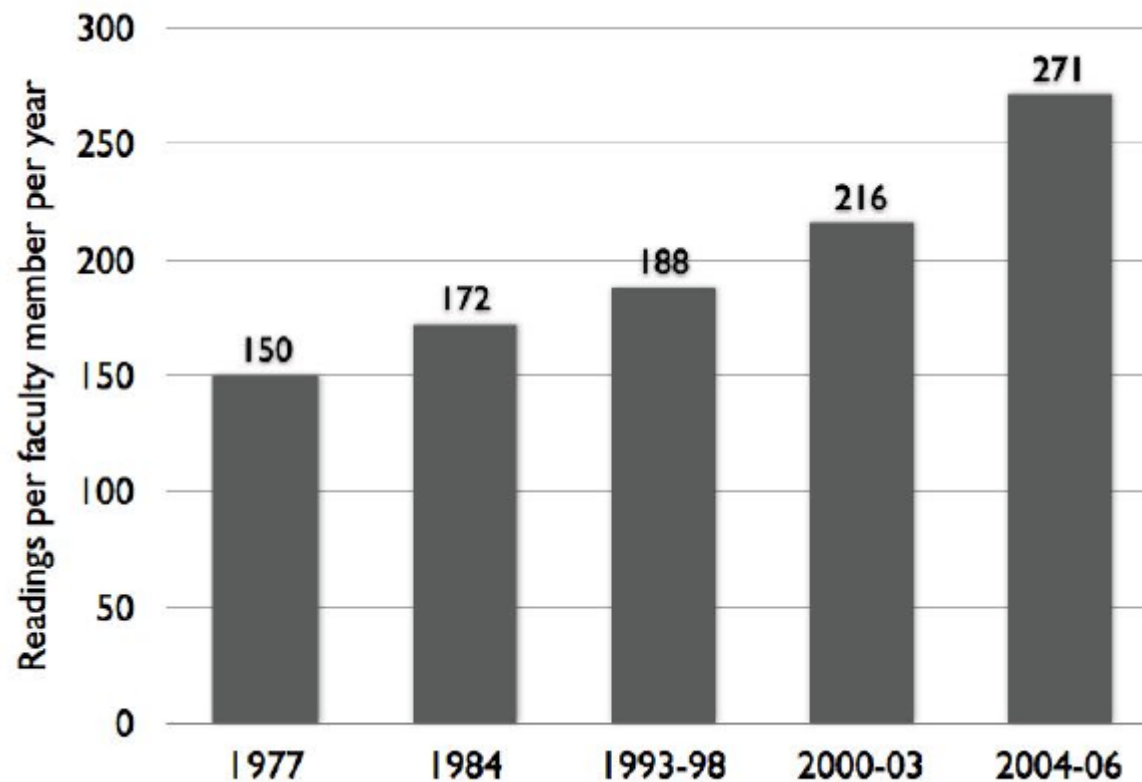


# Faculty are Consuming More Research Globally



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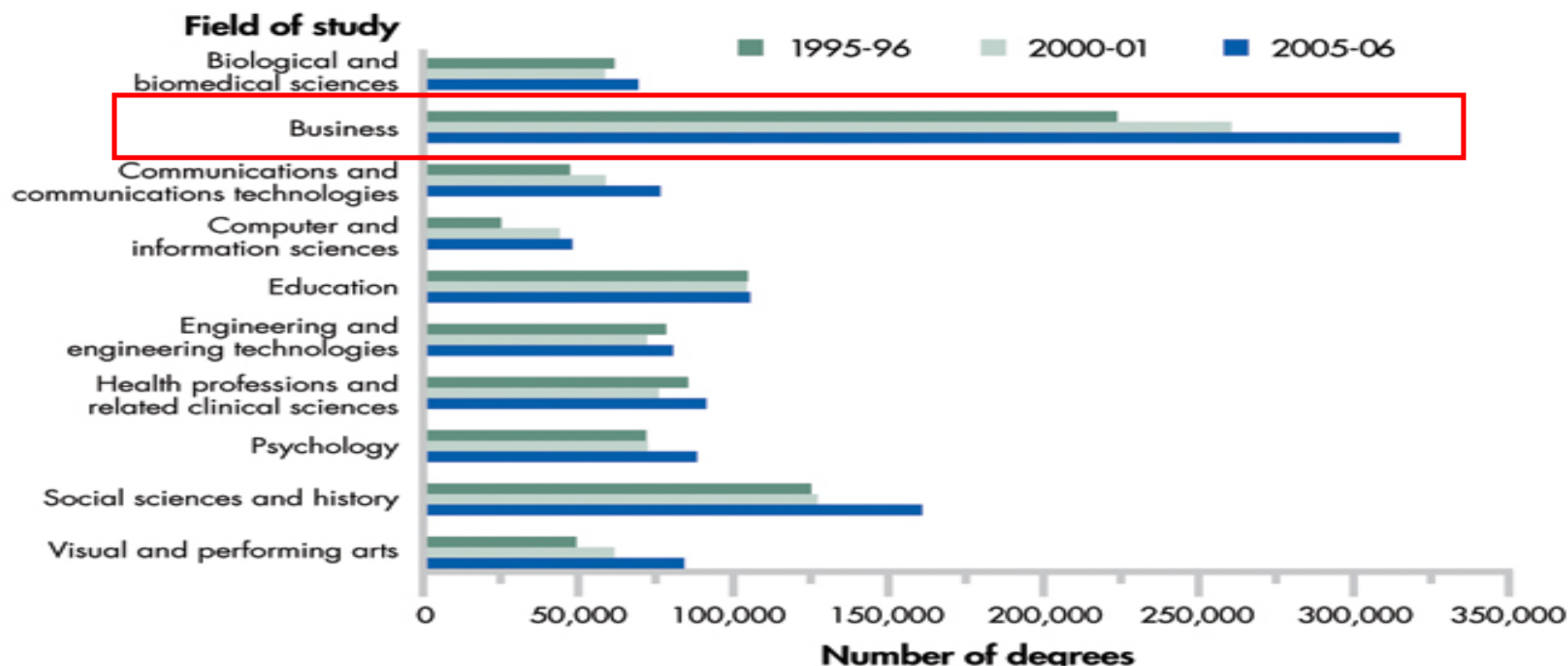
Average number of articles read per university by faculty members per year



# 管理学科—全球学位授予数量最多的学科



Trends in Bachelor's Degrees Conferred by Degree-Granting Institutions in Selected Fields of Study (1995–96, 2000–01, and 2005–06)



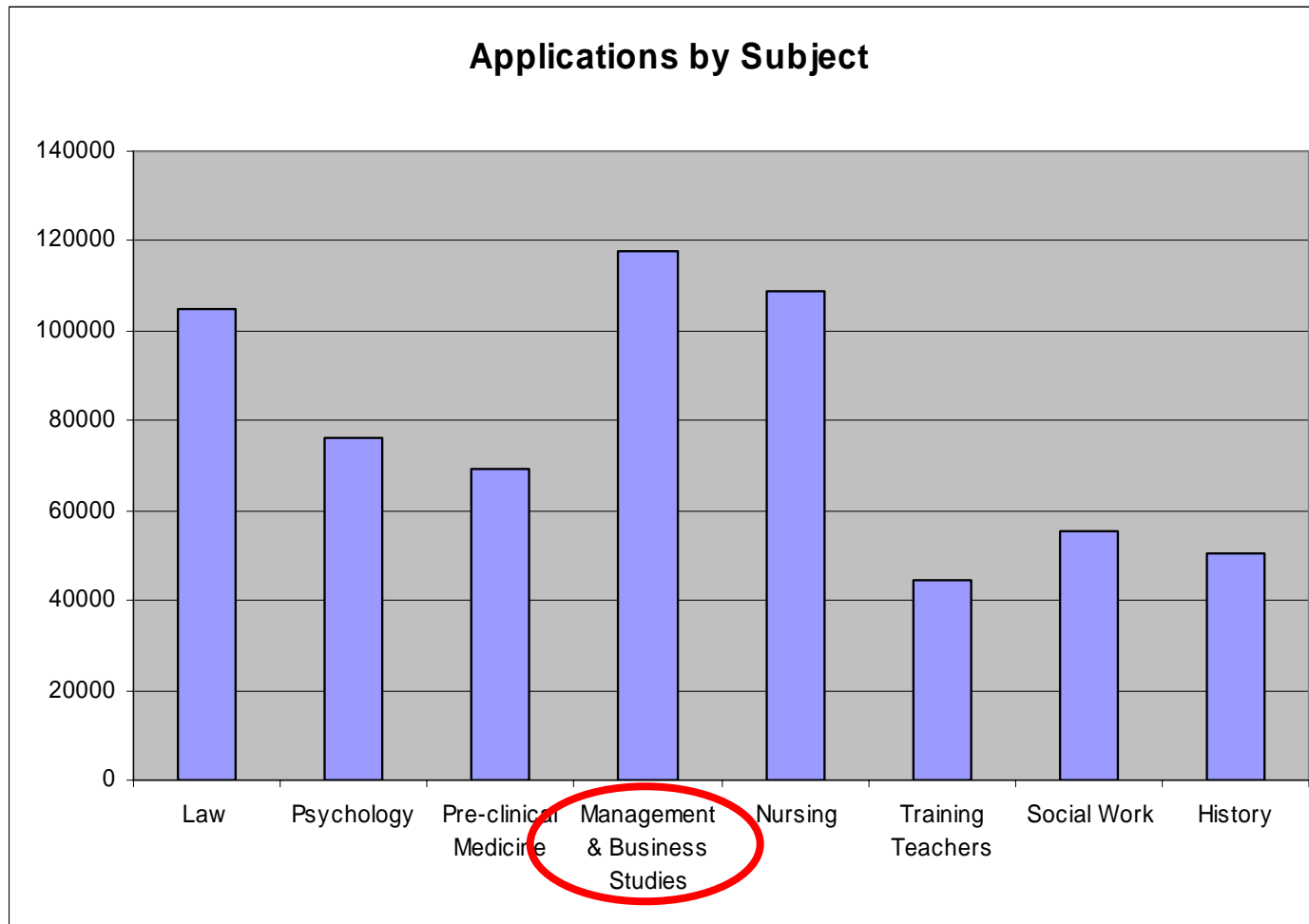
Source: U.S. Department of Education, National Center for Education Statistics, 1995–96, 2000–01, and 2005–06 Integrated Postsecondary Education Data System, “Completions Survey” (IPEDS-C:95-96), and Fall 2001 and Fall 2006.

# 2008 UK University Applications

## 管理学在英国的申请数量



Research you can use



Source: UCAS Statistics

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成立于**1967**年，来自百强商学院之一**Bradford University Management Center**

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总部英国，主编全球，内容国际



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| 4、文摘库   | 5个     |
| 5、案例集   | 200个   |

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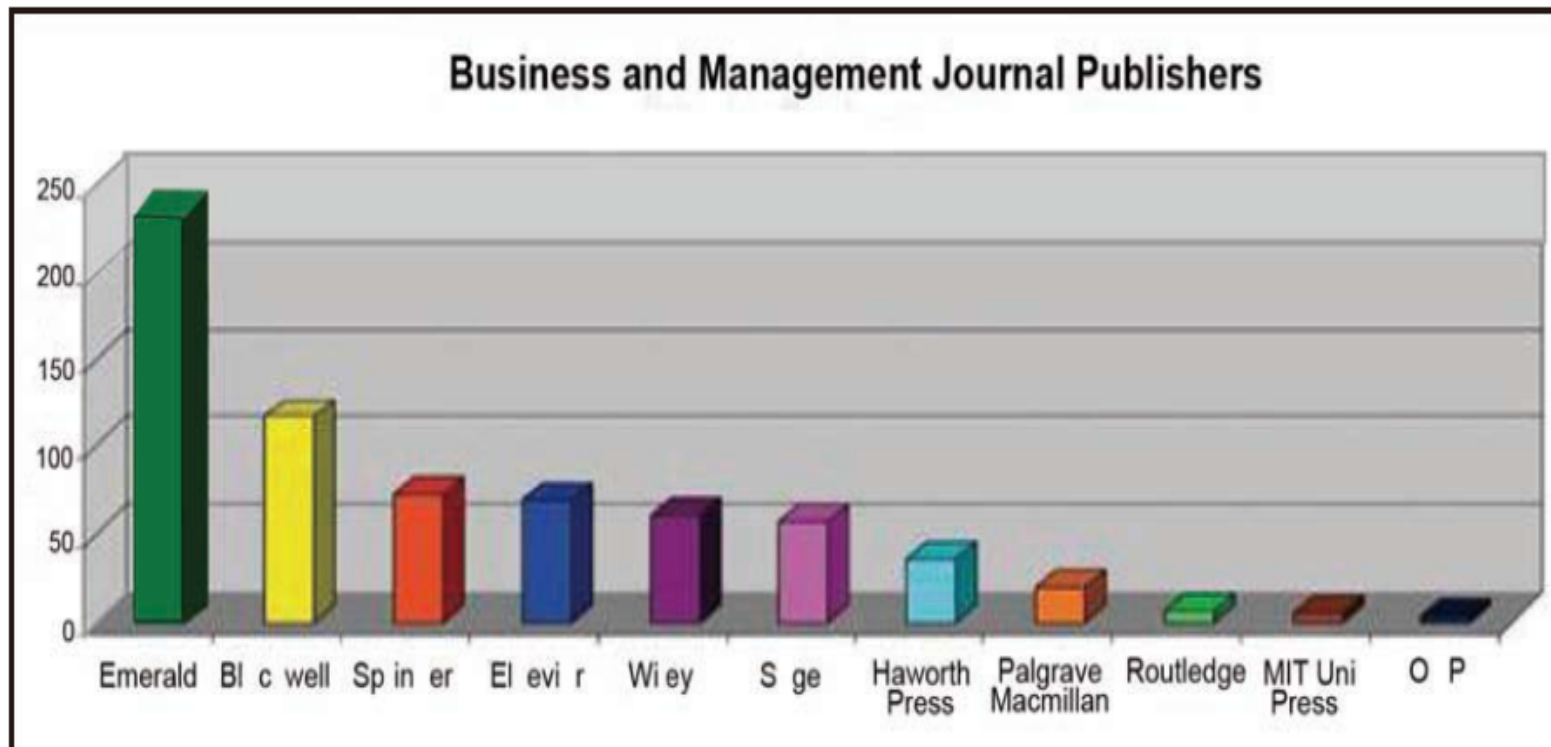
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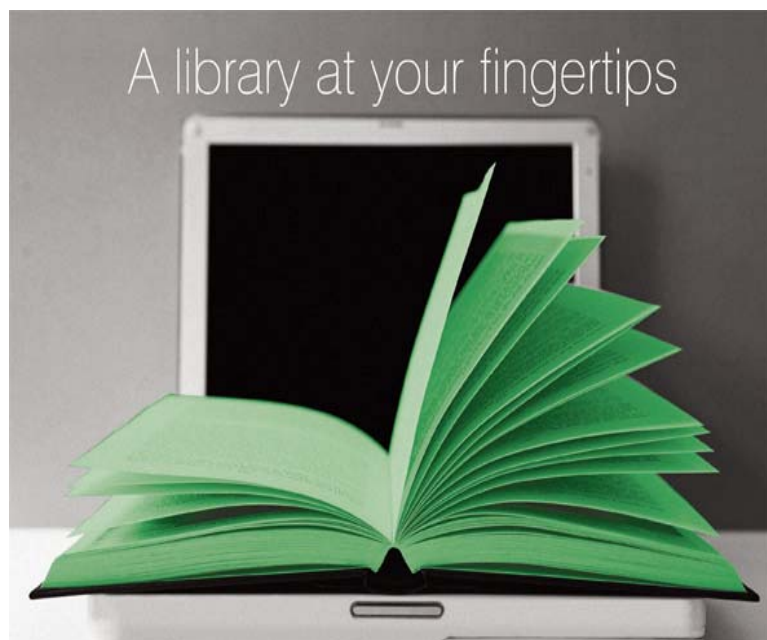
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- 经济学
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- 18种工程学期刊
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- 学科包括：

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先进自动化

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- Emerald (爱墨瑞得) 数据库 **全文** (介绍 进入)**
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- 国家科技图书文献中心 (NSTL) 外文网络版期刊 **全文** (介绍)
- OCLC FirstSearch (介绍 进入)
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[Peter Drucker: a celebration of his life and work](#)

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针对5种不同检索结果进行检索

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### Search for

in All fields

Match: ☒ All ☐ Any ☐ Phrase

AND

支持布尔逻辑运算符

Match: ☒ All ☐ Any ☐ Phrase

AND

All fields  
All except full text  
Abstract  
Publication title  
Content item title  
Author  
ISSN  
ISBN  
Volume  
Issue  
Page  
Keywords

若检索条件是多个单词，可从All、Any、Phrase中任选一个：

**All**-返回的结果包含所有单词，但每个单词不一定连在一起

**Any**-返回的结果包含其中任意单词

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Items pu

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即将出版文章的网络版、回溯库中的文章，建议勾选

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Search

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Search

Content Type

Results

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View results for

All

Journals

Books

Bibliographic Databases

Case Studies

Site Pages

48984 results found for: Content = Journals, (business model in All fields), inc. EarlyCite articles, inc. Backfiles content

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1 ☐

Disaster preparedness and Business Continuity Planning at Boeing: An integrated model

Type: Case study

Author(s): Carolyn Castillo

Source: [Journal of Facilities Management](#) Volume: 3 [Issue: 1](#) 2004

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2 ☐

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Author(s): Jane C. Linder, Susan Cantrell

Source: [Strategy & Leadership](#) Volume: 29 [Issue: 6](#) 2001

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The Business Excellence Model

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DOI: [10.1108/09513571111129950](#) (f

### Trying to operationalise typologies of the clean development mechanism (CDM) which creates carbon credits from emission abatement projects in developing economies. The paper aims to examine the operation of the CDM with specific reference to fraud vulnerabilities regarding the additionality of a project. An examination of the process of establishment, certification and verification of additionality (confirmation that emissions post-implementation of the CDM project are lower than those that would have occurred under the most plausible alternative scenario) is used to highlight the need for particular vigilance in respect to sustaining and improving the integrity of future market-based mechanisms post-Kyoto.

### A literature review and a case study of the CDM project cycle and associated key entities.

### The Authors

Shahzad Uddin, *Essex Business School, University of Essex*

Bernard Gumb, *Grenoble Ecole de Management*

Stephen Kasumba, *School of Management, University of Nairobi*

### Acknowledgements

The authors acknowledge helpful comments from the anonymous reviewers.

### Abstract

**Purpose** – This paper aims to focus on the situationist concept of the "clean development mechanism (CDM) which creates carbon credits from emission abatement projects in developing economies. The paper aims to examine the operation of the CDM with specific reference to fraud vulnerabilities regarding the additionality of a project. An examination of the process of establishment, certification and verification of additionality (confirmation that emissions post-implementation of the CDM project are lower than those that would have occurred under the most plausible alternative scenario) is used to highlight the need for particular vigilance in respect to sustaining and improving the integrity of future market-based mechanisms post-Kyoto.

**Purpose** – The purpose of this paper is to explore the clean development mechanism (CDM) which creates carbon credits from emission abatement projects in developing economies. The paper aims to examine the operation of the CDM with specific reference to fraud vulnerabilities regarding the additionality of a project. An examination of the process of establishment, certification and verification of additionality (confirmation that emissions post-implementation of the CDM project are lower than those that would have occurred under the most plausible alternative scenario) is used to highlight the need for particular vigilance in respect to sustaining and improving the integrity of future market-based mechanisms post-Kyoto.

**Design/methodology/approach** – The study takes a case study approach, examining the CDM project cycle and associated key entities.

**Findings** – The study posits that the processes associated with establishing and verifying additionality of a project are potentially key areas of systemic weakness that must be addressed. This case study explores the design features of the CDM that may afford greater opportunities for fraudulent or deceptive practices.

**Originality/value** – The CDM takes a project-by-project approach to establishment, verification and certification of additionality. Whilst conceptually this design may be appropriate from an operational perspective, it potentially provides opportunities for fraudulent outcomes. The individualised approach is, by its very nature, highly resource-intensive and inherently difficult to verify.

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## For Authors

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Use the For Authors section to find information on all aspects of writing. Get practical tips and guidance on dissemination. Hear copy editors to help advice on how to get

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**写作指南**

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# Teaching Zone-教学园地



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Teaching Zone

Teaching Insights

Issues in Education

Case Studies Collection

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## Teaching Zone

### Resources for teaching faculty and students in business and management



**Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.**

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields. Emerald also supports the Global Foundation for Management Education (GFME). For more information, visit [www.emeraldinsight.com/teachingzone](#)

Teaching Zone resources are available to all Emerald subscribers. Simply select the "login" bar above the top of the page and use your Emerald ID and password to access.

教学指南

案例集

### Teaching insights



[Teaching insights](#) into writing and running courses, schemes of work for existing courses, and tips on conducting lessons.

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Suitable for learning and teaching, an assortment of [case studies](#) that are ideal to use as illustrations of business and management issues.

名人访谈录

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What's new in education? What are the current hot topics and who is adopting them? Visit our [Issues in education](#) section to keep up to date with the latest developments.

书评

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Learning Zone

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## Learning Zone

Resources for those studying MBAs, degrees, executive courses and business-related subjects



**Emerald's Learning Zone includes a selection of useful resources to complement learners at all levels.**

Study skills assist students in developing the skills they need to succeed in higher education. Management thinking and management skills are dedicated sections for working managers and those studying management. Our literature reviews collection provides a fully searchable and browsable, dynamic and ever-growing collection of reviews.

### Management skills



Handy introductions for students or essential [management skills](#) for developing managers. Guides in this section include communication and time management plus many more.

管理技巧

### Study skills and student life



Articles and guides designed specifically to help students develop the key [skills](#) they need to succeed in higher education. Learn about writing dissertations, [note taking](#) and much more.

学习技巧

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Short, distilled summaries of the latest [Management Thinking](#) articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

管理学大师  
访谈录

### Literature reviews collection



Valuable [literature reviews](#) gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

管理学  
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Learning Zone

## Research Zone

### Resources for a worldwide research community



Emerald's Research Zone is designed to provide advice and support on how to keep up to date with the latest research and developments in the management area.

Use the Research Zone to find information on designing a research study, designing a survey, finding a research collaborator and much more. You can also access the most comprehensive collection of links to international management journals for researchers today.

研究基金项目

申请基金指南

### Research awards



Emerald actively promotes and rewards [research in management and LIS](#). As well as funding for research, Emerald also awards research awards for doctoral research.

项目管理、研究  
方法指南

### Winning research funding



This six-part adaptation on [winning research funding](#) is presented as part of Emerald's continuous relationship with academic researchers and

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### "How to..." guides



"How to..." guides for researchers – practical tips and guidance on how to design, develop and present your research.

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### Research Connections



[Research Connections](#) is an online meeting place providing the opportunity for researchers to contact like-minded professionals and showcase their work.

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# Emerald 学术研究基金



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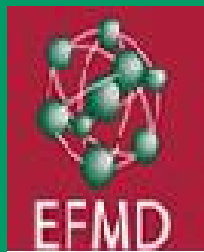
我们的发展与学科的进步息息相关

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Research you can use



# Emerald 国际期刊投稿简介



Research you can use

1、论文准备阶段

2、论文评审阶段

3、论文成功发表阶段

# 论文准备



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- 选定目标期刊- Google Scholar、关键词
- 浏览期刊主页:
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  - 作者指南(Author Guidelines)
  - 范文(Sample Articles)
- 安排论文结构
- 准备**Covering Letter**
- 选择正确投稿方式






# 论文准备-以Emerald 投稿为例




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✘ 浏览期刊主页— 范围、作者指南、范文

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
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**Management Decision**  
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A journal with a long distinguished history presenting the best in management thought and practice for the commercial and intellectual advantage of managers and their advisors. *Management Decision* was founded in 1963 at the time of the first wave of growth and development of business schools in the Western world, and has tracked thought on strategy, policy and decision making through that time.



# 论文准备-以Emerald 投稿为例



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## ✧ 安排论文结构

### 1、标题

- 最少的单词
- 最充分的意思
- 避免缩写
- 包含关键词

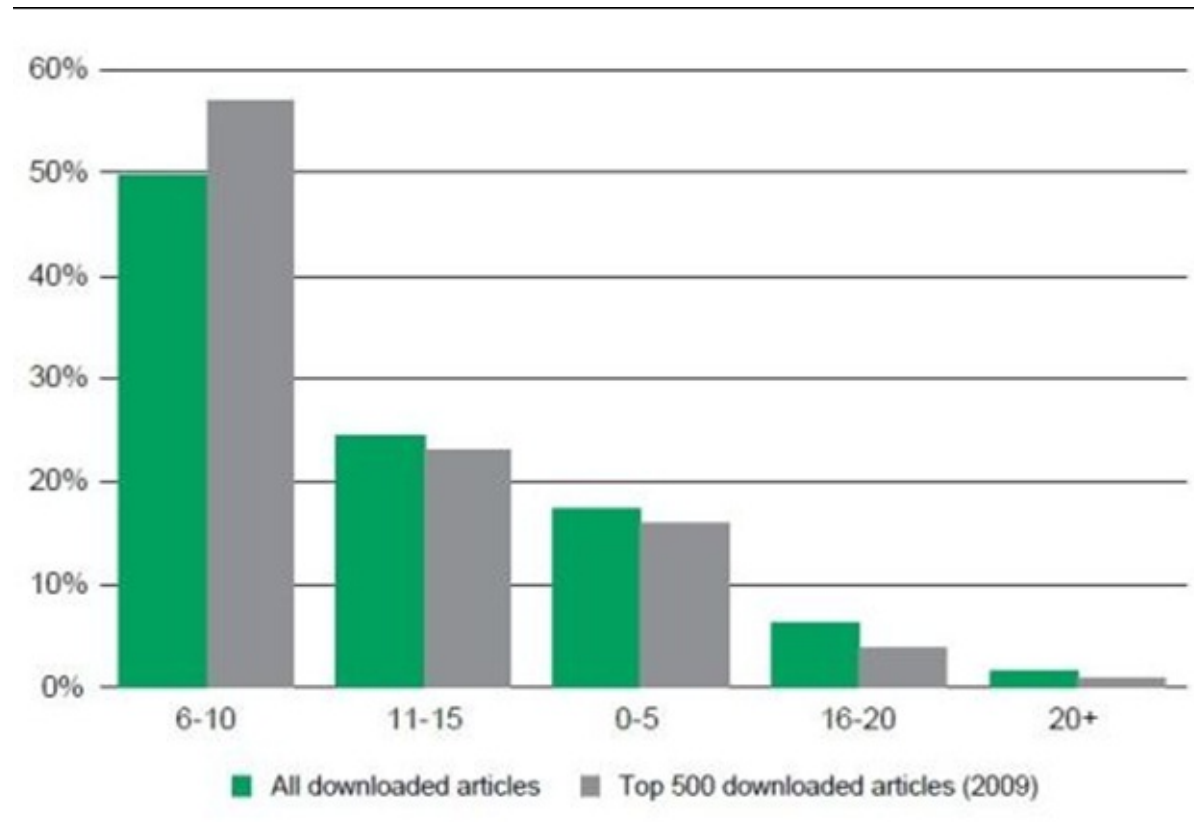


Figure1: Words per article and usage

# 论文准备-以Emerald 投稿为例



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## 2、摘要—结构型(Structured abstract)

- 目的-Purpose
- 方法论-Design/Approach
- 结果- Findings
- 原创性-Originality/value
- 研究局限性-Research limitations
- 实用价值-Practical implications
- 社会影响-Social implications

**250**左右英文单词  
表述准确、有吸引力  
不使用专业生僻词  
不引用参考文献

Purpose – The purpose of this paper is to explore the clean development mechanism (CDM) which creates carbon credits from emission abatement projects in developing economies. The paper aims to examine the operation of the CDM with specific reference to fraud vulnerabilities regarding the additionality of a project. An examination of the process of establishment, certification and verification of additionality (confirmation that emissions post-implementation of the CDM project are lower than those that would have occurred under the most plausible alternative scenario) is used to highlight the need for particular vigilance in respect to sustaining and improving the integrity of future market-based mechanisms post-Kyoto.

Design/methodology/approach – The study takes a case study approach, examining the CDM project cycle and associated key entities.

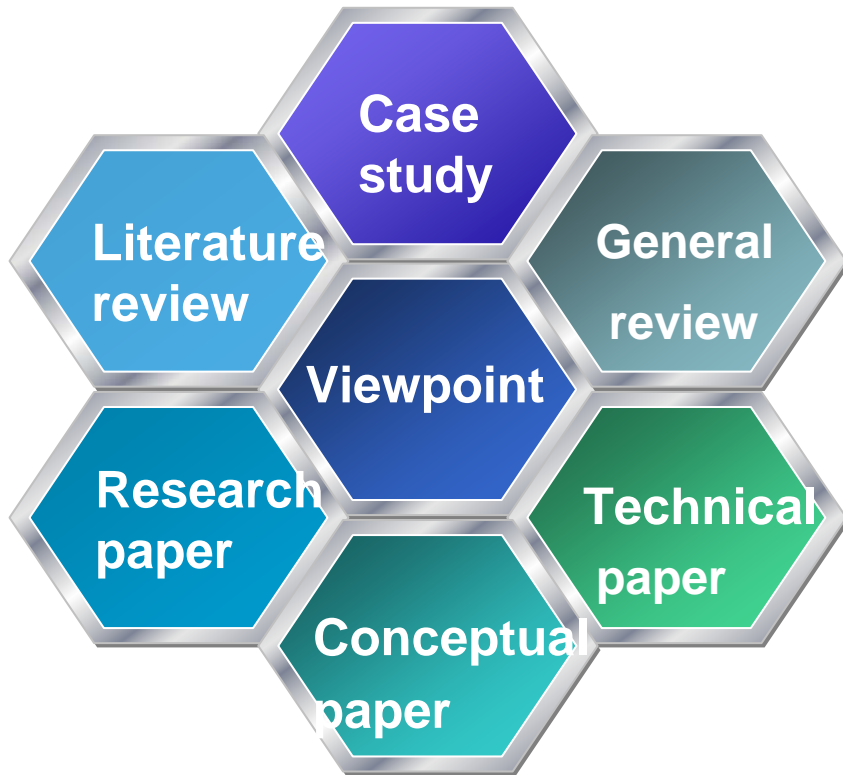
Findings – The study posits that the processes associated with establishing and verifying additionality of a project are potentially key areas of systemic weakness that must be addressed. This case study explores the design features of the CDM that may afford greater opportunities for fraudulent or deceptive practices.

Originality/value – The CDM takes a project-by-project approach to establishment, verification and certification of additionality. Whilst conceptually this design may be appropriate from an operational perspective, it potentially provides opportunities for fraudulent outcomes. The individualised approach is, by its very nature, highly resource-intensive and inherently difficult to verify.

# 论文准备-以Emerald 投稿为例



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7种文章类型

3、关键词— 4-6个、具体、避免生僻词汇

4、论文类型— 七种

案例型  
技术型  
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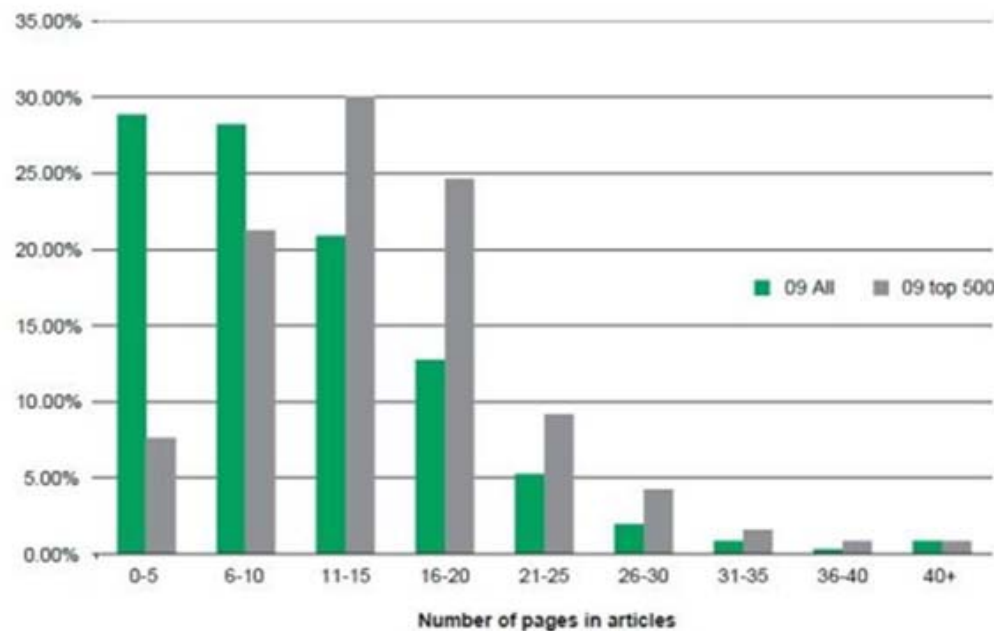
# 论文准备-以Emerald 投稿为例



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5、正文— 4,000~6,000英文单词、论文风格

6、参考文献— 哈佛格式、 MLA(人文科学)、APA(心理学、教育学)等



Article length and usage

Akudugu, M.A., Egyir, I.S., Mensah-Bonsu, A. (2009), "Women farmers' access to credit from rural banks in Ghana", *Agricultural Finance Review*, Vol. 69 pp.284-99.

Banerjee, D., Khalid, A.M., Sturm, J.E. (2005), "Socio-economic development and software piracy: an empirical assessment", *Applied Economics*, Vol. 37 pp.2091-7.

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Blanke, T., Hoffmann, J. (2008), "Towards a European social model: preconditions, difficulties and prospects of a European social policy", *International Journal of Public Policy*, Vol. 3 pp.20-38.

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Colman, A.M., Hines, T. (1998), *Game Theory and Its Applications in the Social and Biological Sciences*, Routledge, London.

Dai, F., Du, J.P. (2008), "Economic growth and control strategies under the environmental pressure: economic advance-retreat course analysis II", *International Journal of Management Science and Engineering Management*, Vol. 3 pp.33-53.

Sample of reference

# 论文准备-以Emerald 投稿为例



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***“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”***

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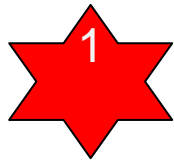




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切忌“一稿多投”，浪费期刊编辑时间

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- **3. Methodology:** Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?

# 评审标准



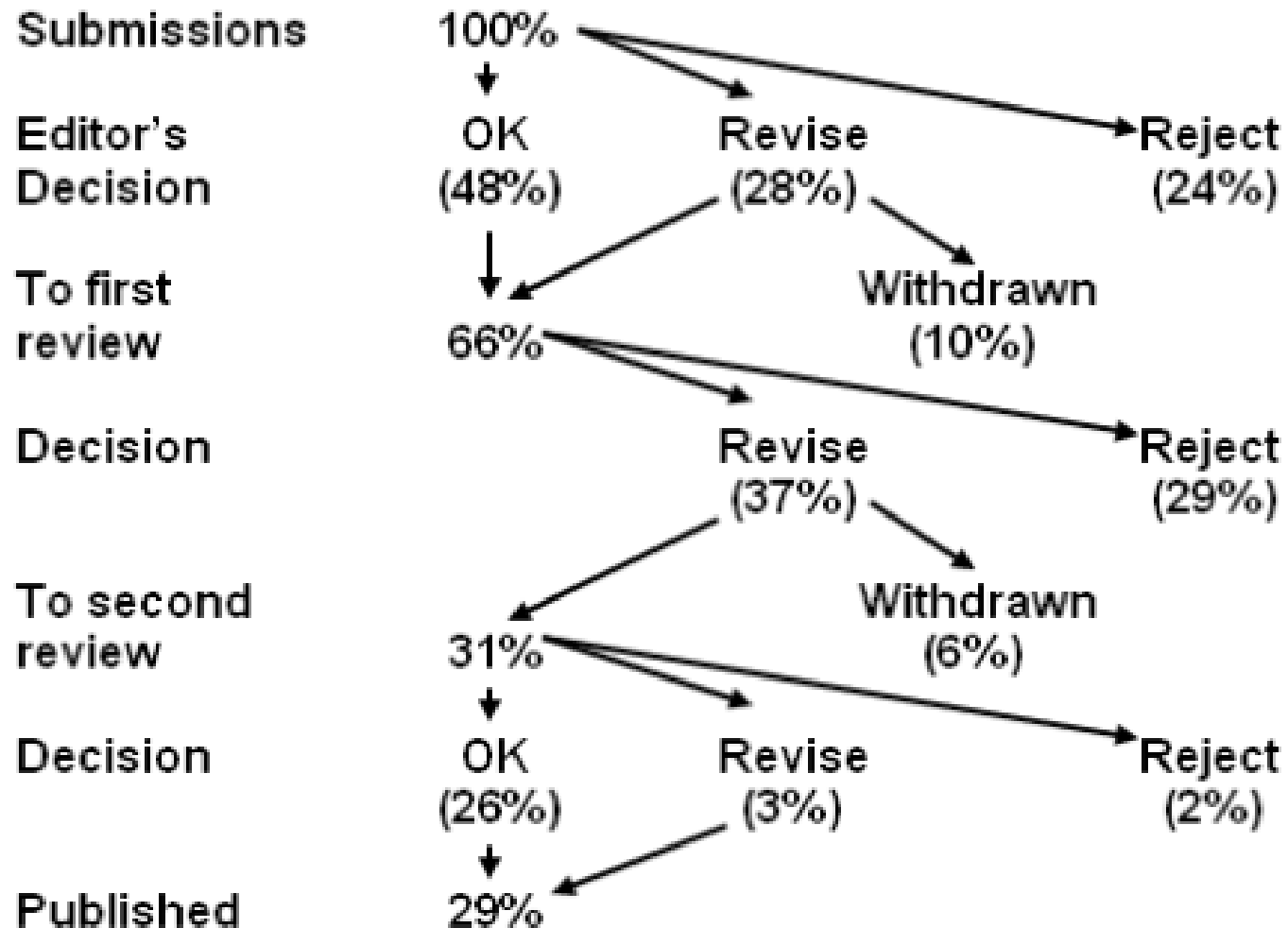
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- **4. Results:** Are results presented clearly and analyzed appropriately? Do the conclusions adequately tie together the other elements of the paper?
- **5. Practicality and/or Research implications:** Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?
- **6. Quality of Communication:** Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc..

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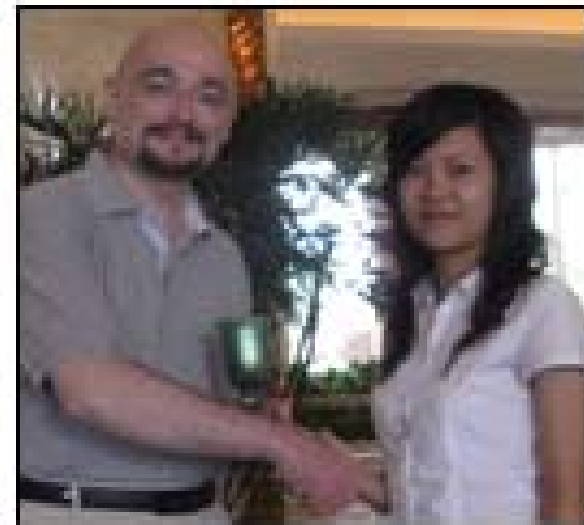


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如果您有任何疑问，欢迎您联系：

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